



## BRISTOL MOTOR CYCLE AND LIGHT CAR CLUB LIMITED SOCIAL MEDIA POLICY

Last updated 4<sup>th</sup> January 2024

### 1. Policy Brief & Purpose

This policy aims to provide guidance for using social media as part of Bristol Motor Club (BMC) communication and marketing strategy. It applies to all members who create, manage, or contribute on social media accounts held by BMC.

### 2. Scope

This policy applies to BMC members who post content on the club's X (formerly Twitter) Instagram, and Facebook accounts.

It does not apply to personal social media accounts held by club members.

### 3. Roles & Responsibilities

Any club member can post content. The Club's Webmaster acts as Admin on each platform and provides first line responses to comments and questions. Club committee members are also responsible for monitoring content to ensure fits within this policy.

### 4. Guidelines & Rules

The primary role of social media is to promote BMC events with the aim of:

- Promoting club level motorsport
- Recruiting members
- Recruiting competitors
- Recruiting volunteers including officials and marshals
- Attracting spectators, as appropriate, including to Live Streams
- Informing both competitors and volunteers of late or last-minute changes

Content should be informative, engaging, and relevant to our target audience. We should always use clear, concise, and respectful language and avoid jargon, slang, and abbreviations. We should always verify the accuracy and credibility of our information and give credit to the original sources. We should always use high-quality and original images that showcase BMC and comply with the intellectual property rights of others.

Club members should not post anything that could harm BMC's or Motorsport UK's reputation, such as negative comments, company confidential information, or false claims.

Members who violate this policy may face disciplinary action, up to and including termination.

### 5. Approach

As a general approach, we should:

- Aim to recruit a younger generation and wider demographic.
- Commit to a minimum of one post per week to maintain interest.
- Aim to post further calls for entries each week, subject to the event not being full.
- Put out direct requests for marshals each week from event regulations being announced.
- Consider also posting on dedicated Marshal volunteering sites as well.
- Advise options for spectators including Live Streaming.
- Announce key entries received, subject to access to the event entry list.
- Share photos and video during setup and the event, subject to permission being granted.
- Generate general interest through event and championship updates in the week following the event.
- Publish short clips and photos in the fortnight after the event, again subject to permission.
- During the winter break, post reminders to renew membership.

### 6. Additional References

<http://bristolmc.org.uk/wp-content/uploads/2024/01/BMC-Safeguarding-Policy.pdf>